FIG. 1

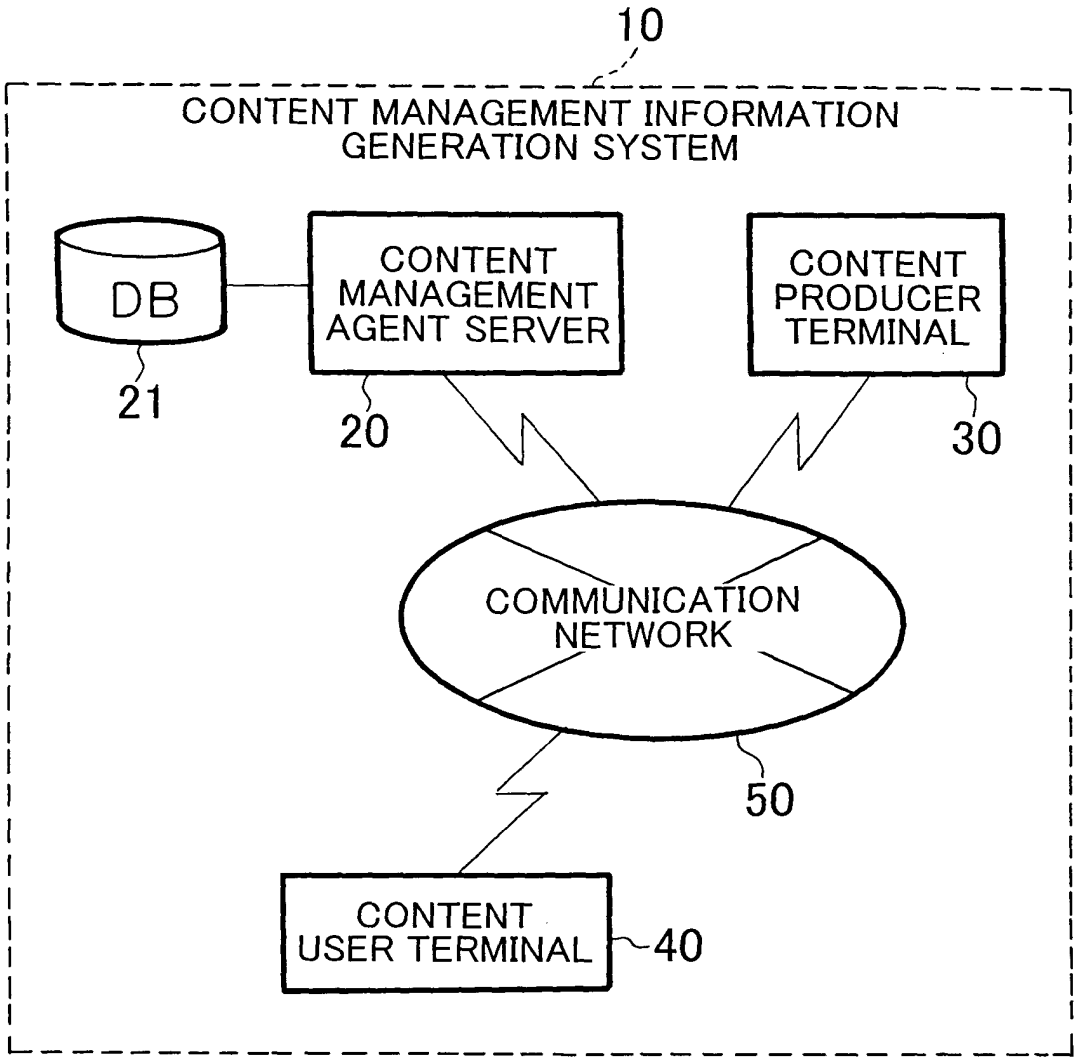

10
CONTENT MANAGEMENT INFORMATION GENERATION SYSTEM
DB
21
CONTENT MANAGEMENT AGENT SERVER
20
CONTENT PRODUCER TERMINAL
30
COMMUNICATION NETWORK
50
CONTENT USER TERMINAL
40

FIG.2

	CONTENT A	CONTENT B	CONTENT C	CONTENT D	
GENRE	ANIMATION	ADVENTURE	SUSPENSE DRAMA	SAMURAI DRAMA	·····
ATTENDANCE (NUMBER OF PEOPLE: TEN THOUSANDS)	20	2	5	12	·····
BOX-OFFICE REVENUE (¥: HUNDRED MILLIONS)	10	1	3	7	·····
PERCENTAGE OF PAY-TV BROADCASTING	5 %	2 %	YET TO BE BROADCAST	1 %	·····
NUMBER OF TIMES OF DELIVERY OVER THE INTERNET	3200	1200	YET TO BE PERFORMED	300	·····
NUMBER OF DVDs SOLD (TEN THOUSANDS)	15	5	2	NOT FOR SALE YET	·····
NUMBER OF VIDEO CASSETTES SOLD (TEN THOUSANDS)	10	3	1	2	·····
NUMBER OF TIMES OF RENTING (THOUSANDS)	5	3	2	2	·····
PERCENTAGE OF FREE-VEE BROADCASTING	12 %	YET TO BE BROADCAST	18 %	15 %	·····
⋮	⋮	⋮	⋮	⋮	

FIG.3

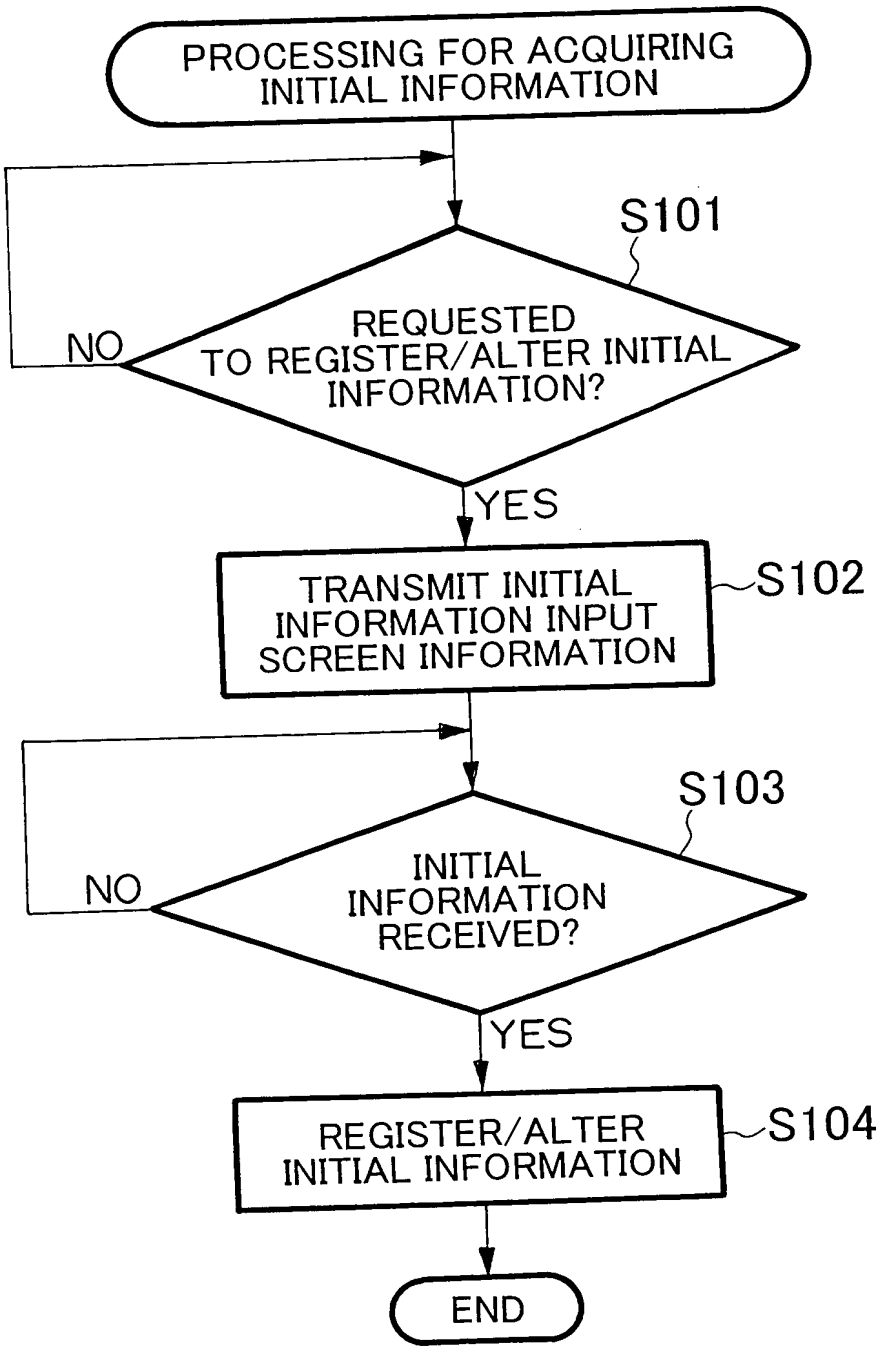

PROCESSING FOR ACQUIRING INITIAL INFORMATION
S101
REQUESTED TO REGISTER/ALTER INITIAL INFORMATION?
NO
YES
TRANSMIT INITIAL INFORMATION INPUT SCREEN INFORMATION
S102
S103
INITIAL INFORMATION RECEIVED?
NO
YES
REGISTER/ALTER INITIAL INFORMATION
S104
END

FIG.4

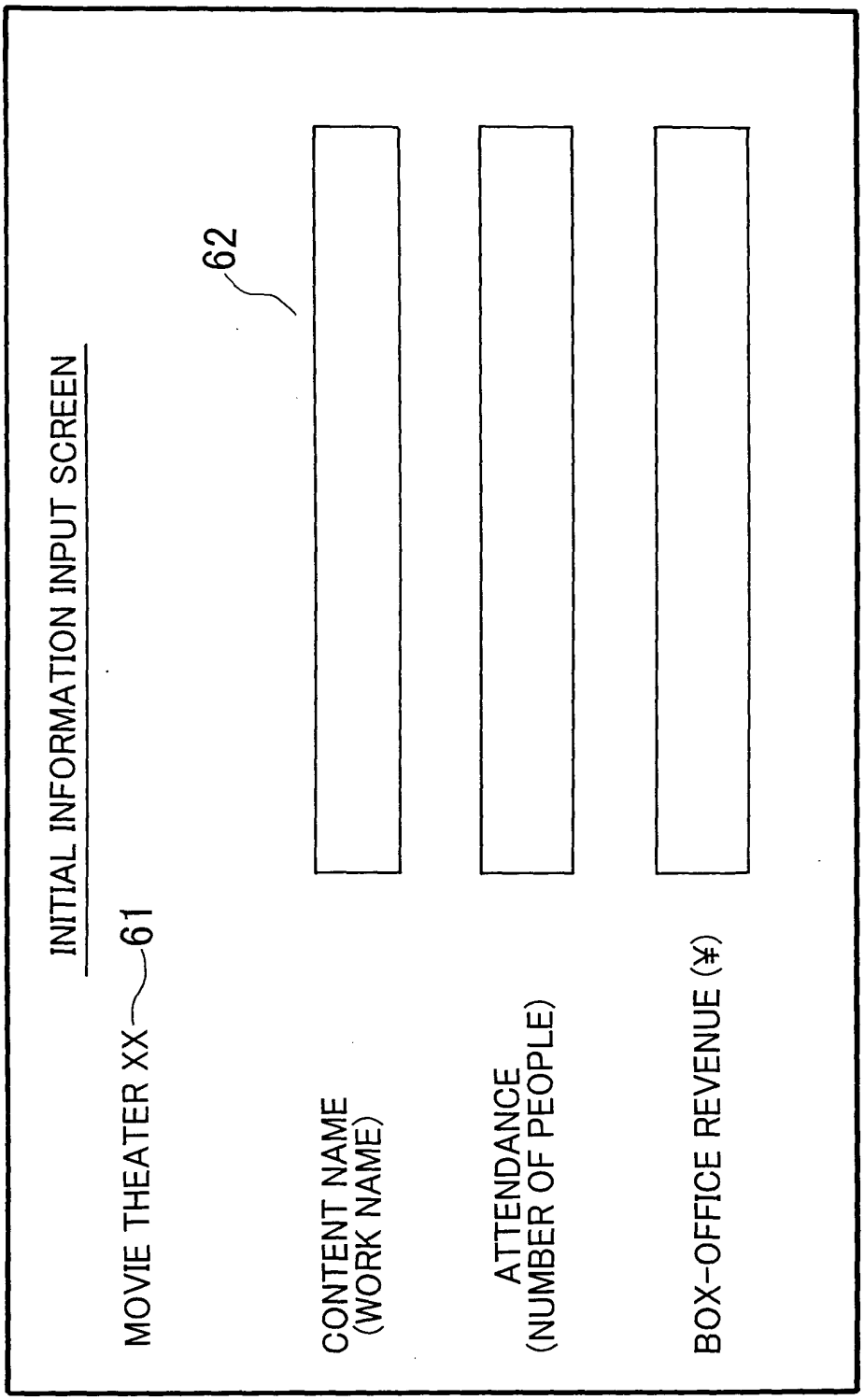

INITIAL INFORMATION INPUT SCREEN
MOVIE THEATER XX
61
62
CONTENT NAME
(WORK NAME)
ATTENDANCE
(NUMBER OF PEOPLE)
BOX-OFFICE REVENUE (¥)

FIG.5

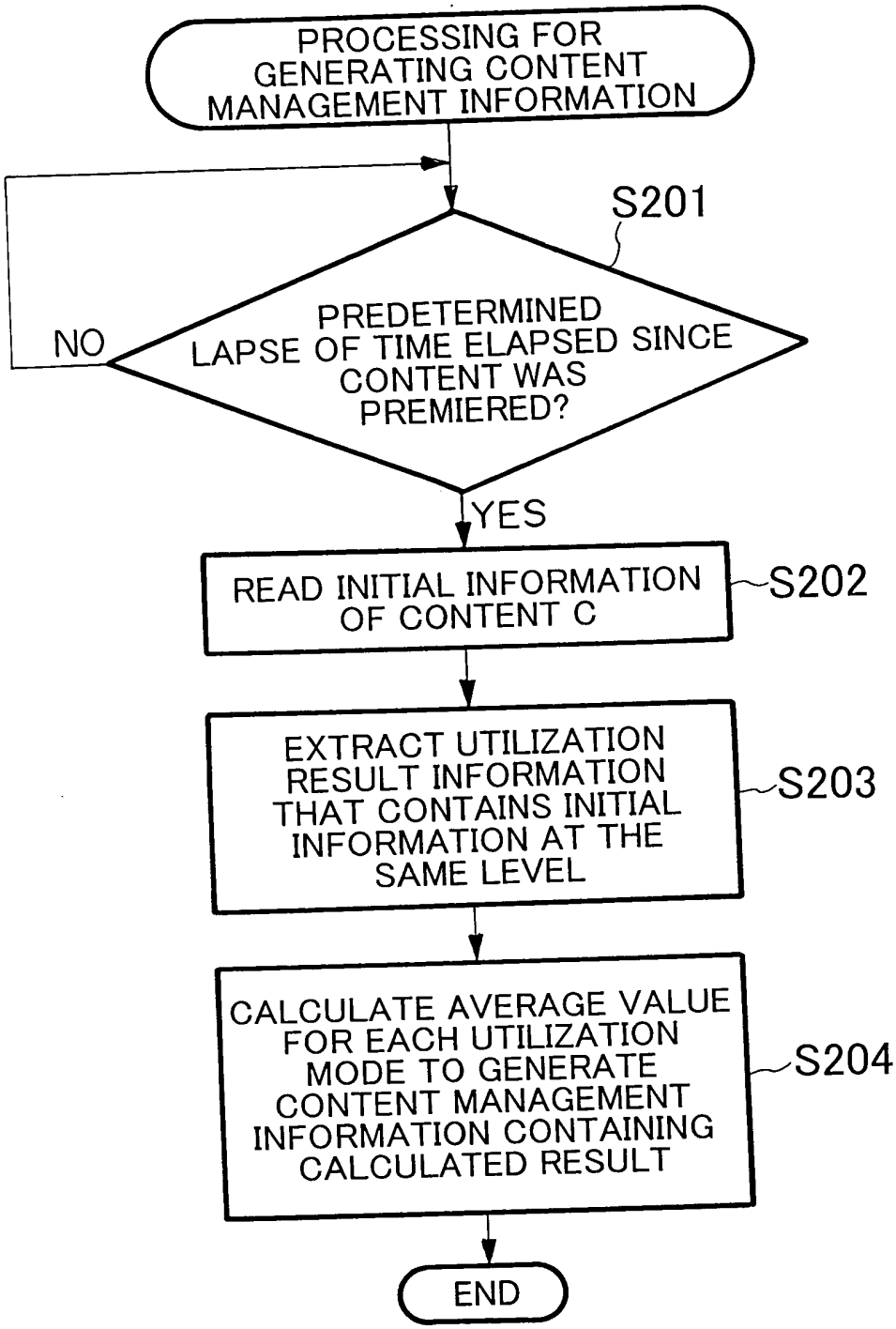

PROCESSING FOR GENERATING CONTENT MANAGEMENT INFORMATION
S201
PREDETERMINED LAPSE OF TIME ELAPSED SINCE CONTENT WAS PREMIERED?
NO
YES
READ INITIAL INFORMATION OF CONTENT C
S202
EXTRACT UTILIZATION RESULT INFORMATION THAT CONTAINS INITIAL INFORMATION AT THE SAME LEVEL
S203
CALCULATE AVERAGE VALUE FOR EACH UTILIZATION MODE TO GENERATE CONTENT MANAGEMENT INFORMATION CONTAINING CALCULATED RESULT
S204
END

FIG.6

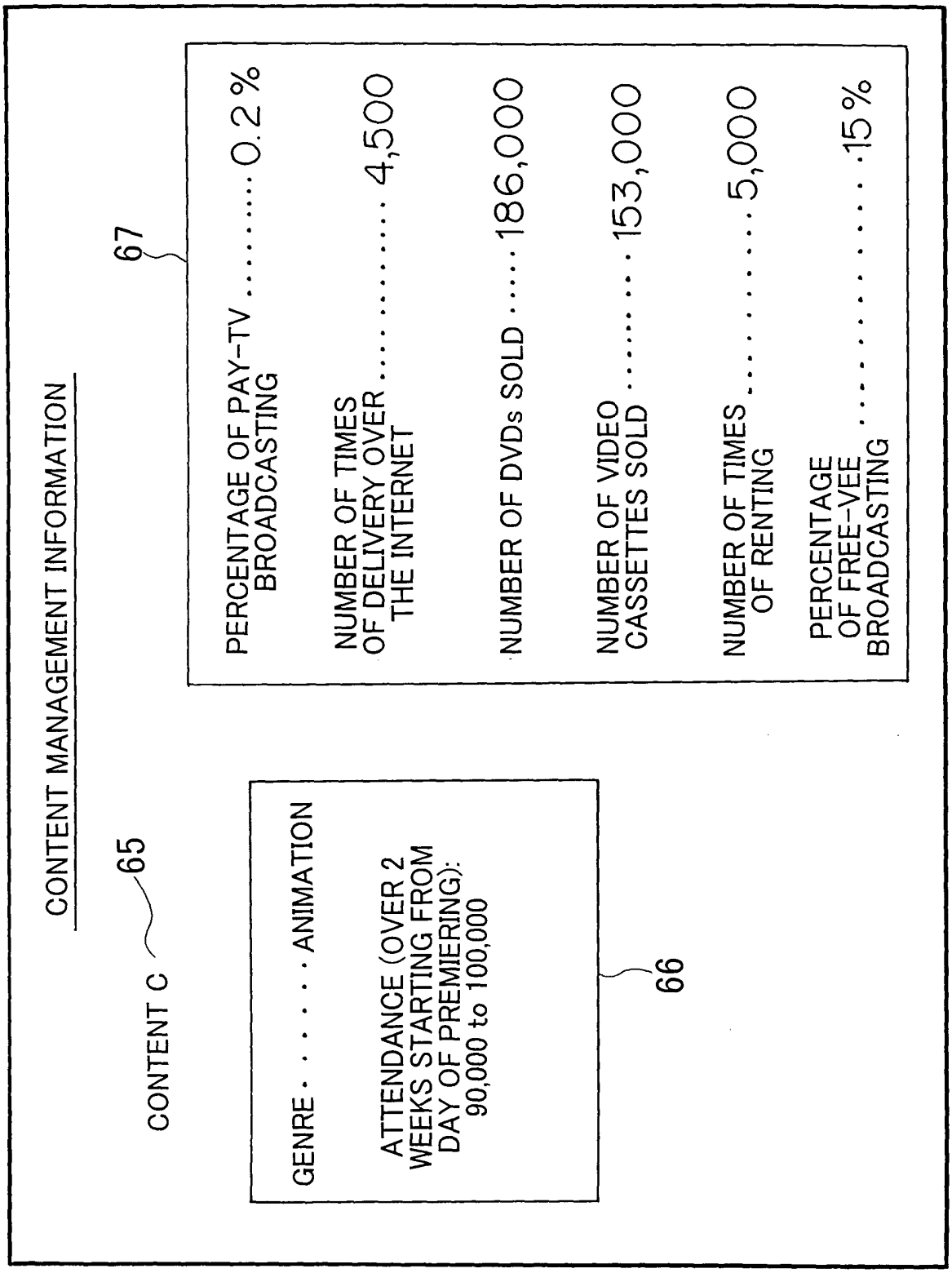

CONTENT MANAGEMENT INFORMATION
65
CONTENT C
GENRE . . . . . ANIMATION
ATTENDANCE (OVER 2 WEEKS STARTING FROM DAY OF PREMIERING): 90,000 to 100,000
66
67
PERCENTAGE OF PAY-TV BROADCASTING ..... 0.2 %
NUMBER OF TIMES OF DELIVERY OVER THE INTERNET 4,500
NUMBER OF DVDs SOLD 186,000
NUMBER OF VIDEO CASSETTES SOLD 153,000
NUMBER OF TIMES OF RENTING 5,000
PERCENTAGE OF FREE-VEE BROADCASTING ..... 15 %

FIG.7

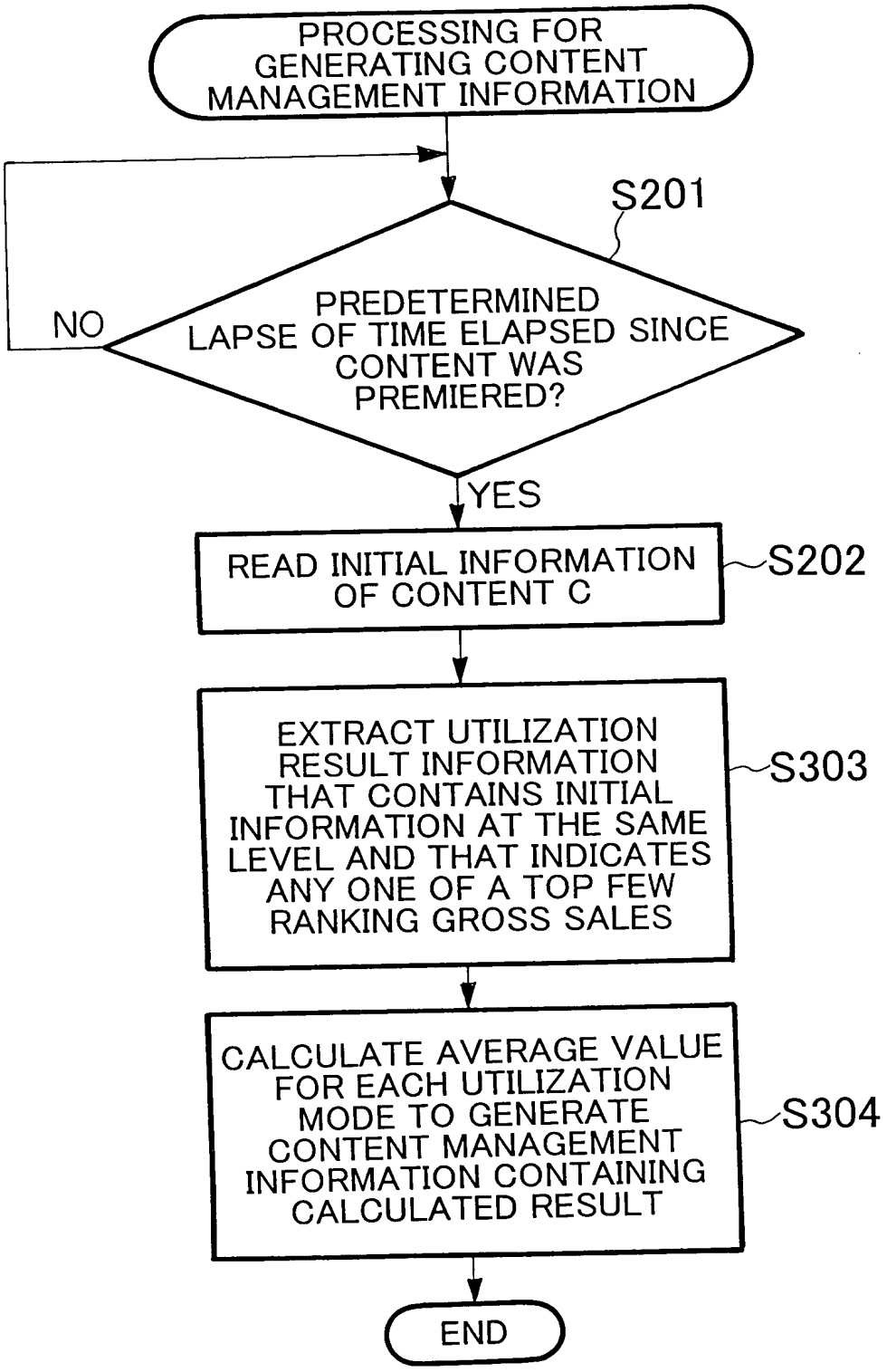

PROCESSING FOR GENERATING CONTENT MANAGEMENT INFORMATION
S201
PREDETERMINED LAPSE OF TIME ELAPSED SINCE CONTENT WAS PREMIERED?
NO
YES
READ INITIAL INFORMATION OF CONTENT C
S202
EXTRACT UTILIZATION RESULT INFORMATION THAT CONTAINS INITIAL INFORMATION AT THE SAME LEVEL AND THAT INDICATES ANY ONE OF A TOP FEW RANKING GROSS SALES
S303
CALCULATE AVERAGE VALUE FOR EACH UTILIZATION MODE TO GENERATE CONTENT MANAGEMENT INFORMATION CONTAINING CALCULATED RESULT
S304
END

FIG.8

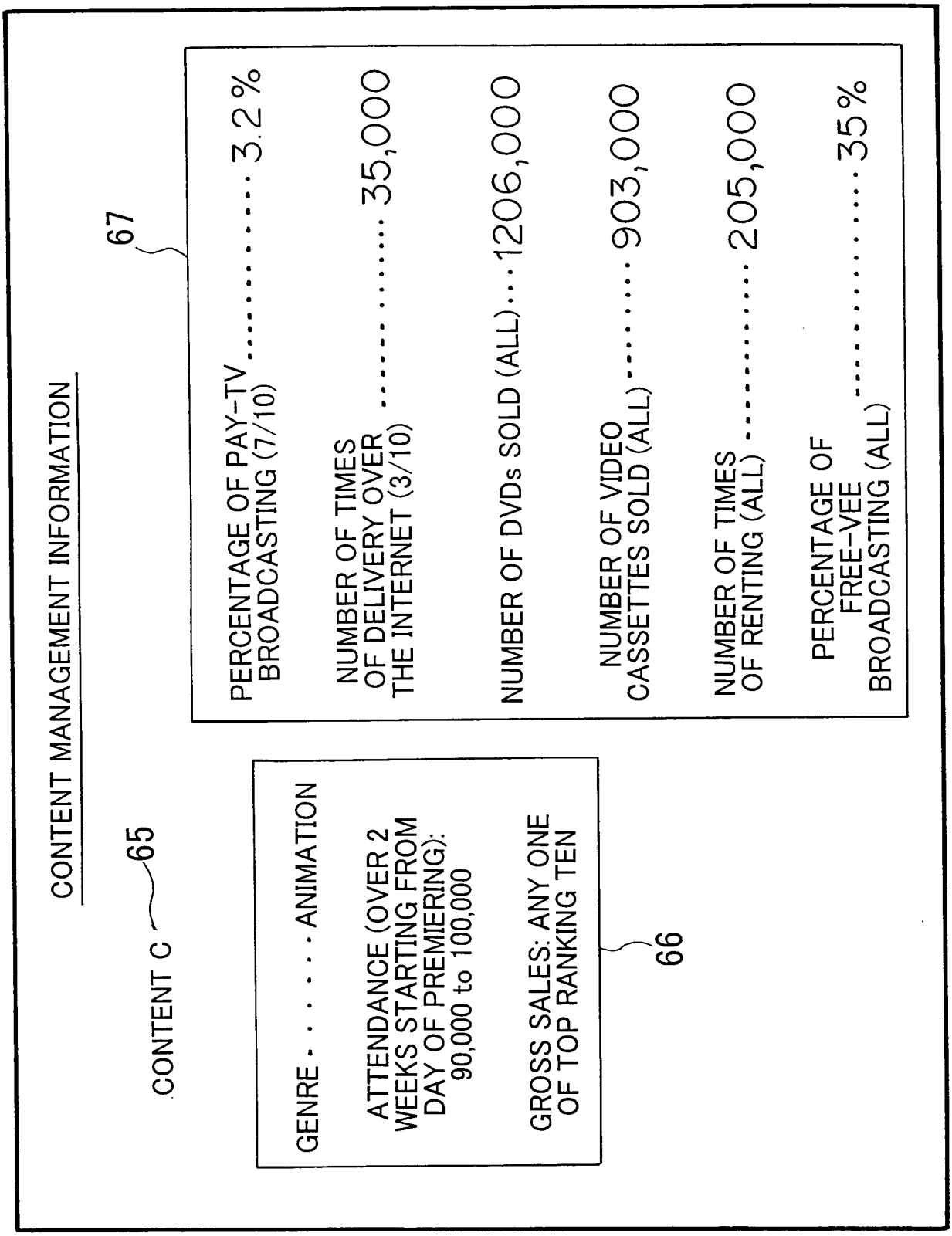
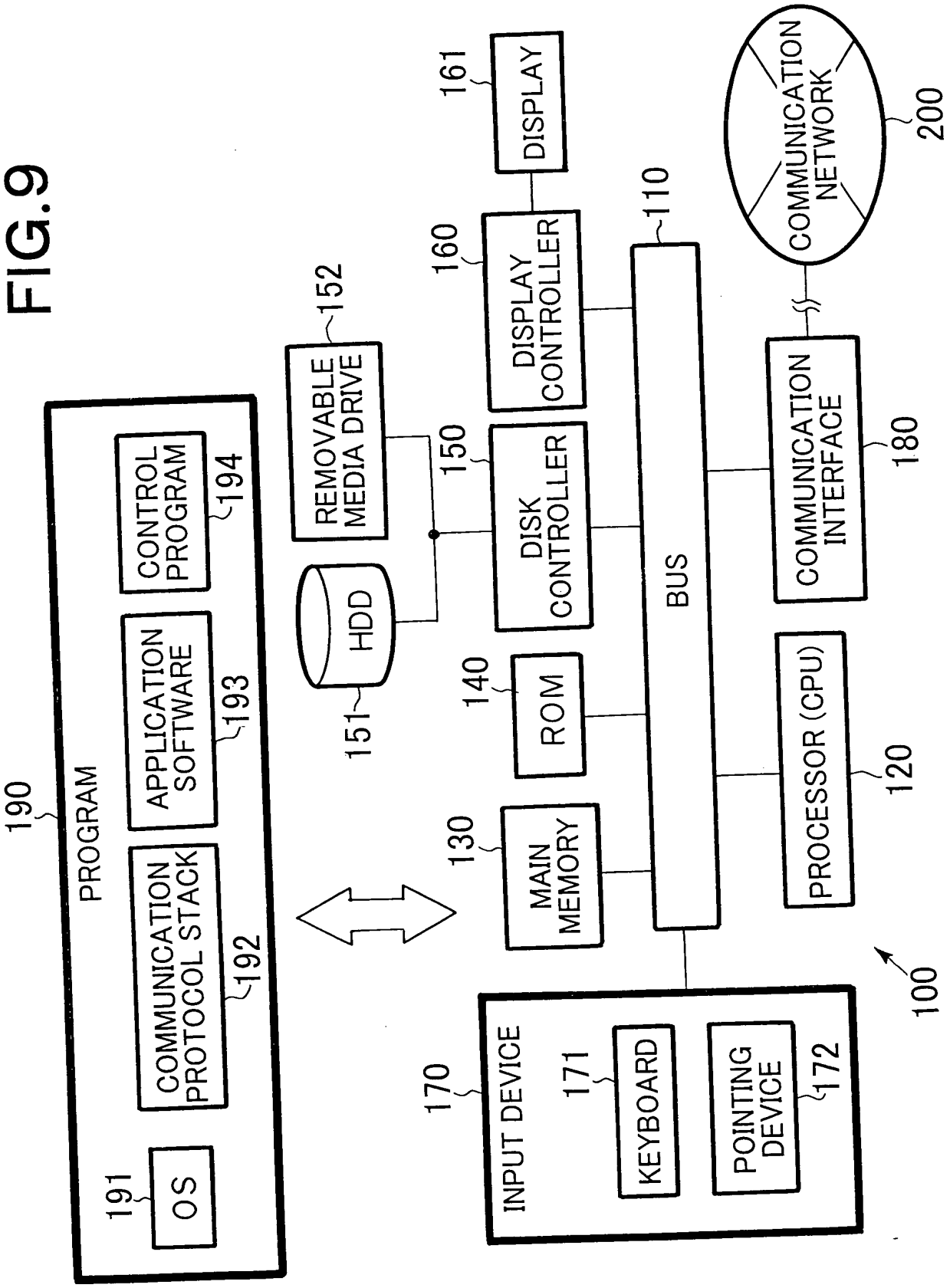

CONTENT MANAGEMENT INFORMATION
65
CONTENT C
GENRE . . . . . ANIMATION
ATTENDANCE (OVER 2 WEEKS STARTING FROM DAY OF PREMIERING): 90,000 to 100,000
GROSS SALES: ANY ONE OF TOP RANKING TEN
66
67
PERCENTAGE OF PAY-TV BROADCASTING (7/10) ..... 3.2 %
NUMBER OF TIMES OF DELIVERY OVER THE INTERNET (3/10) 35,000
NUMBER OF DVDs SOLD (ALL) ... 1206,000
NUMBER OF VIDEO CASSETTES SOLD (ALL) 903,000
NUMBER OF TIMES OF RENTING (ALL) 205,000
PERCENTAGE OF FREE-VEE BROADCASTING (ALL) ..... 35 %

FIG.9


100
110
120
130
140
150
151
152
160
161
170
171
172
180
190
191
192
193
194
200
PROGRAM
OS
COMMUNICATION PROTOCOL STACK
APPLICATION SOFTWARE
CONTROL PROGRAM
HDD
REMOVABLE MEDIA DRIVE
DISK CONTROLLER
DISPLAY CONTROLLER
DISPLAY
ROM
MAIN MEMORY
PROCESSOR (CPU)
BUS
COMMUNICATION INTERFACE
COMMUNICATION NETWORK
INPUT DEVICE
KEYBOARD
POINTING DEVICE